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PATENT

Attorney Docket No.: 17342-000500

Assistant Commissioner for Patents,
Washington, D.C. 20231

on Feb. 13, 2001

TOWNSEND and TOWNSEND and CREW LLP

By Connie Larson



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TO 3600 MAIL ROOM

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re application of:

Barney D. Visser

Application No.: 08/851,040

Filed: May 5, 1997

For: SYSTEMS AND METHODS FOR
FACILITATING THE PRESENTATION OF
INVENTORY ITEMS

Examiner: T. Kang

Art Unit: 3635

APPELLANT'S BRIEF UNDER 37 CFR
§1.192

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Appellant offers this brief in furtherance of the Notice of Appeal filed on
December 19, 2000 in the above referenced case. This brief is submitted in triplicate as required
by 37 CFR 1.192(a)

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REAL PARTY IN INTEREST:

The entire right in the above reference patent application has been assigned to Furniture Row USA, LLC (formerly Visser Real Estate Investments) of Denver, Colorado, who is the real party in interest.

RELATED APPEALS AND INTERFERENCES:

No other appeals or interferences are known which will directly affect, or are directly affected by, or have a bearing on the board decision of the pending appeal.

STATUS OF CLAIMS:

No other appeals or interferences are known which will directly affect, or are directly affected by, or have a bearing on the board decision of the pending appeal.

STATUS OF AMENDMENTS:

A Response to the Office Action dated April 11, 2000 was filed on July 11, 2000. This amendment was entered by the Examiner. No amendment has been filed in response to the Office Action mailed September 25, 2000. A copy of the pending claims, after entry of the amendment mailed on July 11, 2000 is provided in the appendix, attached hereto.

SUMMARY OF THE INVENTION:

The invention provides systems, structures and methods for facilitating the presentation of inventory items and for providing access to the items. In one embodiment, a system is provided which comprises at least three separate stores. Each store has at least one separate outside entrance that leads directly to a parking facility to allow customers that park in the parking facility to enter into each of the separate stores through their own outside entrances

directly from the parking facility. In some cases, a sidewalk may be disposed along a front outside wall and the parking facility.

An elongate wall separates each of the stores, with each wall having at least one doorway. The pathway leading to the next doorways are aligned with each other. The aisle passes through each doorway leading to the interior of the next store, allowing a customer to visualize at least some of the interior of each store while standing in the aisle. In this manner, the customer can rapidly gain visual access into the interior of each store while standing in the aisle to facilitate the selection of a particular store.

In one aspect of the system, the walls are configured so that they generally prevent the visualization of the items within adjacent stores when the customer is away from the aisle. In this manner, once a customer has selected a given store and begins browsing through the store, the customer's vision will be focused on the particular type of items within the selected store. In this way, the customer will not be distracted by other types of inventory items which are not presently of particular interest.

In another aspect, each store includes items of a particular type which are unique to the store. Such an arrangement facilitates the finding of particular items since a customer will know that each store includes only items which are unique to that store.

In another aspect, each wall includes a pair of doorways, and the aisle circuits through each store while passing through the doorways. In this manner, a customer may circuit about the periphery of each store to conveniently access the items within each store.

In yet another aspect, each of the stores are independently managed. In this way, each store may be managed according to its own business practices, while obtaining benefit from adjacent stores by being interconnected by the internal doorways.

In one method, at least three stores are provided which are separated from each other by elongated walls, with each wall having a doorway, and with the doorways being aligned with each other. Further, each store has its own outside entrance. With such a configuration, a parking facility is entered into adjacent the outside entrances. One of the outside entrances is selected and a customer enters into the selected outside entrance directly from the parking facility. The customer then moves to and stands in an aisle which passes through each doorway. The customer looks down the aisle and visualizes at least some of the interior of each store. An item within one of the stores is then selected and purchased while within the store.

In one aspect, each wall has a pair of doorways that are in alignment with the pairs of doorways in the other walls. The customer then walks along the aisle to circuit through every doorway and the interior of every store.

ISSUES:

(1) Whether claims 21-26 and 28-36 are drawn to statutory subject matter.

(2) Whether claims 1-4, 6-16 and 18-36 are unpatentable under 35 U.S.C. § 102(b) over U.S. Patent No. 4,154,027 issued to Searcy?

GROUPING OF THE CLAIMS:

Appellant submits that the claims do not stand or fall together. Appellant submits that the claims fall into five groups: Group I (claims 1-4, 6, 9, 10, 16, 18 and 19), Group II (claims 21, 22 and 24), Group III (claims 7, 11-15 and 20), Group IV (claims 23, 25, 26, 28-30, 31-35), and Group V (claims 8, 29 and 36). Appellant will separately argue the patentability of each of these groups as set forth below.

ARGUMENT

I. Statutory Subject Matter

Claims 21-26 and 28-36 are method claims relating to presenting inventory items (see claim 21) and for enhancing the display space within a building (see claim 31). Both of the independent claims 21 and 31 include the step of providing a structure or building that is of unique construction. Such a process is not a method of doing business.

However, the Examiner contends that the claims are not statutory subject matter because they are directed to a method of doing business. In addition to mis-identifying the claims as being drawn to a method of doing business, the Examiner notes that the claims improperly include the human thought process. As such, the Examiner contends that the claims are clearly not drawn to statutory subject matter. In support, the Examiner relies on MPEP sections 706.03(a), 2105, 2106-2106.02 and 2107-2107.02.

The Examiner's argument is erroneous for at least three fatal reasons. First, the claims are not drawn to a method of doing business. Without this, the Examiner's argument is without merit.

Second, the mere inclusion of a human performed step within a method or process claim clearly does not place the claim outside of statutory subject matter. Indeed, thousands of issued U.S. patents include method steps involving human actions and the human thought process. For example, nearly all surgical treatment claims involve the thought process of a surgeon. As another example, many chemical claims involve the manual process of mixing chemicals using the human thought process.

Third, the sections of the MPEP cited in support of the Examiner's argument are irrelevant since claims 21-26 and 28-36 are clearly not performed using a computer. For example, MPEP §2106 V.B.2(b) requires that, to be statutory, a claimed computer related

process must either “(a) result in a physical transformation outside the computer for which a practical application in the technological arts is either disclosed in the specification or would have been known to a skilled artisan ... or (b) limited to a practical application within the technological arts.” The method claims at issue are in no way related to either of these categories. Hence, reliance on this section of the MPEP to reject these claims is clearly unfounded.

It should be noted that the Examiner does concede that the claims at issue do not include a computer algorithm. However, the Examiner asserts that the cited references are relevant as they describe the only type of business methods which are patentable subject matter. This response lacks any merit as it fails to recognize that the claims are not drawn to a business method.

Hence, Appellant respectfully submits that the section 101 rejection of claims 21-26 and 28-36 is improper and respectfully requests that the section 101 rejection be withdrawn.

II. U.S. Patent No. 4,154,027 Issued to Searcy.

The Searcy patent describes a single retail store configuration with a service counter in the center of the store. The central service counter provides customer service and check-out capabilities for all items purchased in the store. Aisles are located on all sides of the central service counter to provide access to the counter from substantially all points in the store. In this way, customers do not need to go to remote parts of the store and return to the check-out counter. Searcy at col. 1, lines 46-53.

The single store of Searcy also includes three back rooms (66, 64 and 116). These rooms are storage rooms with no direct access for customers. For example Searcy describes room 64 as a bottle storage room, room 66 as a dairy and beverage room, and room 116 as a frozen freezer room. Hence, these rooms are designed to be accessed only by service

personnel, and not customers. See e.g., Searcy at col. 2, lines 20-24. Accordingly, the doorways in room 64 and 116 appear to be delivery bays rather than customer entrances. Additionally, room 66 of the Searcy patent contains no direct access from outside of the store.

III. Claims 1-4, 6-16 and 18-36 are Not Anticipated by the Searcy Patent.

Claims 1-4, 6-16 and 18-36 have been rejected under 35 U.S.C. § 102(b) as being unpatentable over Searcy. The Examiner argues that Searcy discloses all elements of the claimed invention, including three separate stores (64, 66 and 116), each having elongate walls, doorways being aligned with each other and an aisle between the stores, each having an outside entrance. Appellant respectfully disagrees. Searcy clearly fails to disclose three independently managed stores, each with separate outside entrances. Thus, the rejection based on 102(b) is without merit.

Indeed, in the Office Action of March 5, 1999, the Examiner correctly admitted that Searcy does not teach three independently managed stores, each with separate outside entrances. See e.g., Office Action of March 5, 1999 at pg. 2. More specifically, to overcome the inability of Searcy to anticipate Applicant's claimed invention, the Examiner suggests that "it would be obvious ... to make each store (room) be managed independently..." Id. Further, the Examiner found it necessary to take "judicial notice that [having outside entrances] is common practice in most shopping plazas..." Id. Thus, as the Examiner frankly admitted, Searcy fails to disclose each and every element as set forth in the Applicant's claims. Accordingly, Searcy cannot anticipate Applicant's claimed invention.

In fact, the present anticipation rejection based on Searcy was overcome by amendment early in the prosecution history. See e.g., Office Action of May 29, 1997 at pg. 2; Office Action of September 28, 1998 at pg. 2; Response of November 20, 1998. In response to the amendment, the Examiner correctly noted that Searcy fails to teach each and every element

of the invention as claimed. Thus, in place of the overcome anticipation rejection, the Examiner asserted a flawed obviousness rejection based on Searcy in light of improperly taken judicial and/or official notice. Office Action of March 5, 1999 at pg. 2. In response to the newly hatched obviousness rejection, Appellant requested references and/or affidavits to support the Examiner's judicial and/or official notice. See e.g., Response of June 7, 1999 at pg. 5. Without providing the requested reference or affidavit, the Examiner summarily and finally rejected applicant's claims as being obvious.

Applicant appealed and the Examiner immediately capitulated by withdrawing the finality of the action, but still failing to provide the requested affidavit and/or reference. However, instead of allowing Appellant's claims, the Examiner resurrected the previously overcome anticipation rejection based on Searcy without any explanation. As described above, the resurrected anticipation rejection is as flawed today as it was when it originally surfaced two years ago. Plainly stated, Searcy still fails to disclose each and every element of Appellant's claims.

A. Groups I, II, IV and V

The claims in groups I, II, IV and V claim a structure having at least three separate stores. As claimed in claim 1, an elongate wall separates each store, with each wall having a doorway. Further, the doorways are aligned with each other. An isle passes through each doorway into the interior of the next store, such that a customer may visualize at least some of the interior of each store while standing in the aisle.

The Searcy patent fails to describe a structure which includes at least three separate stores as just described. Rather, Searcy describes only one store having a central service area. The three rooms referred to by the Examiner in the Office Action, i.e., rooms 64, 66 and

116, are not separate stores, but are rather rooms within a single store. Indeed, rooms 64, 66 and 116 are a bottle storage room, a dairy and beverage room and a frozen freezer room. Hence, rooms 64, 66 and 116 of Searcy are clearly not separate stores.

Moreover, as set forth in the Office Action, the Examiner refers to Webster's II New Riverside University Dictionary, 1994, to define a store as: "A place where merchandise is offered for sale: Shop." The items held within rooms 64, 66 and 116 of Searcy are clearly not offered for sale in their respective rooms. Hence, even under the Examiner's definition of a store, rooms 64, 66 and 116 of Searcy clearly do not fit this definition. Since the Searcy patent fails to teach or suggest this claim limitation, the claims in groups I, II, IV and V are distinguishable.

With the exception of claims 25, 26 and 29, each of the claims in groups I, II, IV and V include the further limitation that each of the separate stores has at least one separate outside entrance which leads directly to a parking facility. As shown in Fig. 1 of Searcy, room 66 clearly fails to describe a separate outside entrance which leads to a parking facility. Hence, the Examiner is relying upon Judicial and/or Official Notice and not Searcy, "that this is common practice in most shopping plazas..." Even assuming, *arguendo*, that such shopping plazas exist which include separate outside entrances that lead directly to a parking facility, no teaching, suggestion, or motivation to combine such a shopping plaza with the Searcy reference exist either in the references themselves or in the knowledge generally available to one of ordinary skill in the art.

As just described, the Searcy patent fails to teach the existence of three separate stores. Hence, one of ordinary skill in the art would have no motivation to provide each of the rooms in Searcy with a separate outside entrance. In the Office Action, the Examiner recites that, "one reason for positioning the doorway that leads directly to a parking facility is that, in

most stores, deliveries are made through a rear entrance thereof so that businesses conducted in the front of the stores is not disrupted. Additionally, trash is usually removed through a rear entrance since most trash receptacles are positioned behind the stores.” This statement is directly contrary to the Examiner’s position that rooms 64, 66 and 116 of Searcy are stores. If rooms 64, 66 and 116 were stores, one of skill in the art would clearly have no motivation to add a doorway through which deliveries may be made, since the doorways that lead directly to the parking facility would be for customer use. If rooms 64, 66 and 116 could possibly be considered stores as is the position of the Examiner, then providing a doorway to an outside parking facility for purposes of deliveries would render room 64, 66 and 116 inoperable for their intended purpose, e.g., to permit customers to enter into the doorways directly from a parking facility. This is contrary to well established case law that if a proposed modification or combination of a prior art reference would change the principal operation of the prior art invention being modified, then the teachings of the references are insufficient.

Moreover, with respect to independent claim 16, a sidewalk is disposed along the front outer wall between the front outer wall and the parking facility. As stated by the Examiner, any doorways for room 64, 66 and 116 of Searcy would be through a rear entrance so that business conducted in the front of the stores is not disrupted. As such, no motivation exists for placing a sidewalk adjacent rooms 64, 66 and 116. Hence, claim 16 which recites this feature is distinguishable for this additional reason.

In the Office Action, the Examiner further took Judicial and/or Official Notice that in most department stores such as Macy’s, Nordstrom, Bloomingdales, etc., there are separate sections/departments (with orthogonal walls and distinct entrances which directly go to a parking facility) reserved for special merchandises such as designers, furs, evening wears, etc., that could be considered as “separate stores” which are managed independently from one

another.” From the Office Action, it is not clear if such taking of Judicial and/or Official Notice was intended to constitute its own section 102(b) rejection, or if the taking of Judicial and/or Official Notice was to modify the Searcy patent.

If this Judicial and/or Official Notice was intended to stand on its own as a 102(b) rejection, such taking of Judicial and/or Official Notice clearly fails to teach or suggest all of the claim limitations of the claims in groups I, II, IV and V. For example, as recited in claim 1, Appellant is unaware of any structure having at least three stores, with an elongate wall separating each store. Further, each wall has a doorway, and the doorways that are aligned with each other. Further, an aisle passes through each doorway to permit a customer to visualize at least some of the interior of each store while standing in the aisle and looking down the aisle.

Appellant has repeatedly advised the Examiner that in order to take Judicial and/or Official Notice of facts outside the record, these facts must be capable of instant and unquestionable demonstration as being well known in the art. Appellant disputes that this taking of Judicial and/or Official Notice is of facts that are capable of unquestionable demonstration. More specifically, Appellant respectfully disputes that stores such as Macy’s, Nordstrom and Bloomingdales contain the limitations of the claims in groups I, II, IV and V.

An alternative basis for taking Judicial and/or Official Notice can be that the facts are within the personal knowledge of the Examiner. If the Examiner uses this basis to take Judicial and/or Official Notice, the applicant may request that the Examiner supply an affidavit supporting such facts. In response to the repeated requests for an affidavit or reference, the Examiner continues to invite the applicant, “to visit the Nordstrom store located in Pentagon City Mall or to contact a representative thereof who can verify that two doorways do exist, at least on the second floor thereof, separating the men’s department from a women’s department, the area between the doorways including elevators and a help desk.”

Even assuming, *arguendo*, that the Examiner's contentions regarding the mall are true, this Judicial and/or Official Notice clearly does not read on the claims on groups I, II, IV and V. Hence, the Examiner has provided an insufficient basis to take Judicial and/or Official Notice, and Appellant respectfully requests that the Examiner provides such an affidavit as previously requested or his recognition of these facts be withdrawn.

As previously described, the Appellant is unclear as to the significance the Examiner places on the judicially noticed facts. Because the Examiner uses both 103(a) and 102(b) rejections interchangeably, Appellant is unclear if these judicially noticed facts stand on their own or are to be used in combination with Searcy. Assuming that the facts are intended to be combined with Searcy, Appellant asserts that no teaching or suggestion exists for combining the department stores of a mall with the rooms in Searcy. As previously described, the rooms in Searcy are for storing items, and no access is permitted by customers. Hence, one of skill in the art clearly would have no motivation to combine the storage rooms of Searcy with department stores of the Judicial and/or Official Notice. Hence, the claims of groups I, II, IV and V are distinguishable for at least this additional reason.

B. Groups III and IV

The claims in Groups III and IV include the limitation that the dividers or walls that separate the stores each include a pair of openings. An aisle circuits through the interior and passes through each of the pair of openings to permit the customer to walk along the aisle to circuit through the interior of each store. As illustrated in Fig. 1 of Searcy, walls 70 and 80 do not each include a pair of openings. Hence, the Searcy patent fails to teach or suggest all of the limitations of the claims groups III and IV. Therefore, the claims groups III and IV are

distinguishable over Searcy, and it is respectfully requested that the section 102(b) rejection of these claims in view of Searcy be withdrawn.

C. Groups II and IV

Groups II and IV include method claims positively reciting steps that are not taught or suggested in Searcy. For example, the claims of group II include the steps of selecting an item within one of the stores, and purchasing the item while within the store. As previously described, rooms 64, 66 and 116 of Searcy are not stores but are rather storage rooms. Further, the entirety of the Searcy patent focuses on the use of a single checkout counter which is not in any of rooms 64, 66 or 116. Hence, it would be impossible for a customer to select an item within one of rooms 64, 66 or 116 and then purchase the item while within that room. Thus, the Searcy patent fails to anticipate the claims of group II.

The claims of group IV include the limitation of a pair of doorways or openings in each wall or divider, with an aisle circuiting the stores through the doorways or openings. In claim 25, a customer walks through an outside entrance directly from a parking facility and into the aisle. Further, the customer walks along the aisle to circuit through every doorway and every store. In claim 31, the aisle is generally circular, and the customer walks through each of the stores along the aisle such that the customer passes through each doorway in a generally circular motion. Nowhere in the Searcy patent is there any discussion of circuiting through separate stores along an aisle that passes through a pair of doorways or openings in each wall or divider. As previously described, the Searcy patent includes only a single doorway between walls 70 and 80. Hence, it would be impossible to walk through each of rooms 64, 66 and 116 while passing through each doorway as claimed. Therefore, the Searcy patent fails to anticipate the claims in groups II and IV for this additional reason.

In the Office Action, the Examiner further took Judicial and/or Official Notice of many malls, such as Potomac Mills, Tyson's Corner, Pentagon City Mall, all located in Northern Virginia. In the rejection, the Examiner recited that, "since most mall layouts include distinct wings, many stores would have both inside and outside entrances and the doors are usually aligned because most stores run along a straight elongated corridor."

Appellant respectfully disputes this taking of Judicial and/or Official Notice that most malls provide both inside and outside entrances to the stores within. Appellant is unaware of any mall where at least three separate stores have their own outside entrances, and where doorways are provided between each of the stores to permit a customer to walk through the outside entrance from a parking facility, move to an aisle, and then circuit through each of the doorways. On Page 2 of the Office Action mailed September 28, 1998, the Examiner makes reference to malls "such as Potomac Mills, Tyson's Corner, Pentagon City..." to further his contention that mall stores have both and inside and outside entrance. Per Appellant's request, a floorplan of Tyson's Corner Shopping Mall was faxed by the Examiner. A review of the floor plan of Tyson's Corner Shopping Mall reveals only the major department stores actually have entrances which lead directly to a parking facility. Instead, the majority of stores in that mall only have entrances that lead to the interior of the mall. Further, the floor plan of Tyson's Corner fails to show doorways connecting at least three separate stores. Hence, not only is such a finding not sufficiently notorious that Judicial and/or Official Notice can be taken (MPEP 2144.03), but even if Judicial and/or Official Notice were taken, the existence of such mall still does not teach or suggest all of the claimed limitations of the claims of groups II and IV.

D. Group V

The claims in group V recite that each store is independently managed. As previously described, the Searcy patent teaches three rooms which are not stores. Hence, it would be illogical for these rooms to be separately managed. In making the rejection, however, the Examiner recited that, "it would have been obvious to one having ordinary skill in the art to make each store (room) be managed independently since this is the common practice in most department stores." First, Searcy does not disclose this, and thus the anticipation rejection is flawed.

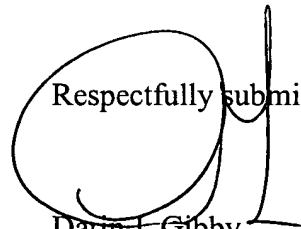
Second, Appellant respectfully disagrees with the Examiner's assertion. The department stores of which Appellant is aware have departments which are all managed by the same company. For example, the departments within Nordstrom are all managed by Nordstrom management. Further, since such information is not of such "notorious character that Judicial and/or Official Notice can be taken," an affidavit should be provided by the Examiner setting forth such facts.

Assuming, *arguendo*, that the Examiner intends to combine Judicial and/or Official Notice with Searcy, this combination is still insufficient to establish a *prima facie* case for at least one additional reason. The Searcy patent describes only a single store with a central service location. As previously described, the separate "stores" cited are in actuality storage facilities, rather than stores. Further, none of the three rooms contains a service area. If Searcy were modified to teach that the three storage rooms were in fact separate stores, the principle operation of Searcy would be changed. The Searcy patent would no longer teach a single store with a central service area, but it would teach four separate stores with one central service area in each of the stores. The combination of Searcy with the elements listed in the Judicial and/or Official Notice would improperly constitute a change in the principle operation of the prior art.

CONCLUSION:

Appellant believes that the above discussion is fully responsive to all grounds of rejection set forth in the Office Action dated August 20, 1999. Please deduct the requisite fee, pursuant to 37 C.F.R. § 1.17 (f), of \$155.00 from deposit account 20-1430 and any additional fees associated with this brief. This brief is submitted in triplicate.

If for any reason the Examiner believes a telephone conference would in any way expedite resolution of the issues raised in this appeal, the Examiner is invited to telephone the undersigned attorney at (303)571-4000.

Respectfully submitted,

Darin J. Gibby
Reg. No. 38,464

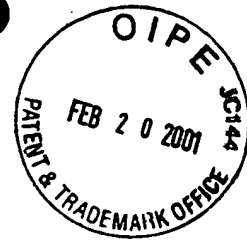
TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, CA 94111-3834
Phone (303) 571-4000
Fax (303) 571-4321
DJG:jb

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APPENDIX

PENDING CLAIMS OF U.S. APPLICATION SERIAL NO. 08/851,040
AMENDMENT FILED NOVEMBER 20, 1998
FOR: SYSTEM AND METHODS FOR FACILITATING THE
PRESENTATION OF INVENTORY ITEMS

1. A system for facilitating the presentation of inventory items, comprising:
at least three separate stores, with each store having at least one separate outside entrance which lead directly to a parking facility to allow customers which park in the parking facility to enter into each of the separate stores through their own outside entrances directly from the parking facility;
an elongate wall separating each store, each wall having a doorway, with the doorways being aligned with each other; and
an aisle passing through each doorway such that a customer may visualize at least some of the interior of each store while standing in the aisle and looking down the aisle;
2. A system as in claim 1, wherein the walls generally prevent the visualization of the items within adjacent stores when the customer is away from the aisle.
3. A system as in claim 1, wherein each store includes four outer walls.
4. A system as in claim 3, wherein the walls are orthogonal to each other.
- Claim 5 was canceled.
6. A system as in claim 1, wherein each store includes items of a particular type, and wherein the item types for each store are different from each other.
7. A system as in claim 1, wherein each wall includes a pair of doorways, and wherein the aisle circuits through each store while passing through the doorways.

8. A system as in claim 1, wherein each store is independently managed.
9. A system as in claim 1, wherein each doorway includes a door which may be closed to prevent access to the stores from within the stores.
10. A system as in claim 1, further comprising a warehouse connected to at least some of the stores.
11. A building for housing groups of inventory items, the building comprising:
an outer structure defining an interior;
a plurality of elongate dividers within the interior which divide the interior into separate stores, wherein each divider includes a pair of openings therein, wherein the outer structure includes a plurality of external doorways, with each store having its own external doorway, and wherein the external doorways lead directly to a parking facility to allow customers which park in the parking facility to enter into each of the separate stores through their own external doorways directly from the parking facility; and
an aisle circuiting the interior and passing through each pair of the openings, wherein a customer may walk along the aisle to circuit through each of the stores.
12. A building as in claim 11, wherein each store includes a unique group of inventory items.
13. A building as in claim 11, wherein the each pair of openings are aligned the other pairs of openings to allow the customer to view at least some of the interior of each store when looking down the aisle.
14. A building as in claim 13, wherein the walls generally prevent the visualization of the items within adjacent stores when the customer is away from the aisle.

15. A building as in claim 11, further comprising a gate which may be placed across each opening to prevent access to adjacent stores from within the stores.

16. A system for visually displaying unique groups of inventory items, the system comprising:

an outer structure having a set of outer walls which define an interior;

a parking facility in front of a front one of the outer walls;

a sidewalk disposed along the front outer wall between the front outer wall and the parking facility;

a plurality of elongate dividers within the interior which divide the interior into at least three separate stores, wherein each divider includes at least one opening therein to allow customers to pass through each of the stores; and

wherein each store includes a unique group of inventory items, and wherein the dividers are arranged such that a customer when within the interior can generally visualize only one of the unique groups of items at any given location within the interior, and wherein the unique groups are selected from the groups consisting of bed mattresses, wood bedroom furniture, oak furniture and living room furniture;

wherein each store has at least one separate outside entrance which leads directly to the parking facility after passing over the sidewalk to allow customers which park in the parking facility to enter into each of the separate stores through their own outside entrances directly from the parking facility.

Claim 17 was canceled.

18. A system as in claim 16, further comprising an aisle running through and connecting each opening.

19. A system as in claim 18, wherein the openings are aligned with each other to allow the customer to view at least some of the interior of each store when looking down the aisle.

20. A system as in claim 19, wherein each divider includes a pair of openings, and wherein the aisle circuits through each store while passing through the openings.

21. A method for presenting inventory items, comprising:
providing at least three stores which are separated from each other by elongate walls, each wall having a doorway, with the doorways being aligned with each other, wherein each store has its own outside entrance;
entering into a parking facility adjacent the outside entrances;
selecting one of the outside entrances and entering into the selected outside entrance directly from the parking facility;
moving to and standing in an aisle which passes through each doorway;
looking down the aisle and visualizing at least some of the interior of each store,
selecting an item within one of the stores; and
purchasing the item while within the store.

22. A method as in claim 21, further comprising moving away from the aisle and visually scanning the inventory of items within one of the stores, wherein visualization of the inventory items in the other stores is substantially prevented by the walls.

23. A method as in claim 21, wherein the walls have a pair of doorways, wherein the aisle circuits through each store while passing through the doorways, and further comprising walking the length of the aisle to circuit through each building.

24. A method as in claim 21, wherein each store includes a unique group of inventory items, and wherein the dividers are arranged such that a customer when within a particular store can generally visualize only one of the unique groups of items at any given location within the store.

25. A method for presenting inventory items, the method comprising:

providing at least three stores which are separated from each other by an elongate wall, each wall having a pair of doorways, and wherein the doorways are in alignment with each other, and wherein each store has its own outside entrance;

walking through one of the outside entrances directly from a parking facility and moving to an aisle which circuits through each pair of doorways;

standing in the aisle and looking the length of the aisle to visualize at least part of the interior of each store;

selecting a desired store;

walking along the aisle to circuit through every doorway and every store, and stopping within the desired store;

visually scanning the inventory of items within the desired store while standing away from the aisle, wherein visualization of the inventory items in the other stores is substantially prevented by the walls; and

selecting a desired item within the desired store.

26. A method as in claim 25, further comprising returning to the aisle and selecting another store.

Claim 27 was canceled.

28. A method as in claim 25, further comprising entering one of the stores through an outside entrance.

29. A method as in claim 25, wherein the inventory items in each store are different from each other.

30. A method as in claim 25, wherein each store is independently managed.

31. A method for enhancing display space within a building, the method comprising:

providing a building comprising a set of outer walls which define an interior;
dividing the building into at least three separate stores by placing a plurality of dividers within the interior, wherein each divider includes at least two openings and a generally circular isle circuiting through the openings to allow customers to pass through each of the stores along the aisle;

supplying each store with a unique group of inventory items; and
a customer walking through each of the stores along the isle such that the customer passes through each doorway in a generally circular motion, with the dividers being arranged such that generally only one of the unique groups of items can be visualized at any given location within the interior when off the aisle.

32. A method as in claim 31, wherein the dividers have two openings and an aisle which circuits through each of the openings, and walking along the aisle to circuit the interior.

33. A method as in claim 31, further comprising standing in the aisle and looking the length of the aisle to visualize at least part of the interior of each store.

34. A method as in claim 31, further comprising entering one of the stores through an outside entrance.

35. A method as in claim 31, wherein the inventory items in each store are different from each other.

36. A method as in claim 31, wherein each store is independently managed.